

# 1992 MARLBORO COMMUNITY EVENT MARKETING

*Revised  
9/30/92*

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
NATIONAL WESTERN STOCK SHOW AND RODEO Section 52	1/7-19 T = 8am - 11:30pm W = 8am - 11:30pm Th = 8am - 11:30pm F = 8am - 11:30pm S = 8am - 11:30pm Su = 8am - 11:30pm M = 8am - 11:30pm	Julie Ellis Director of Marketing National Western Stock Show & Rodeo Livestock Exchange Building 4701 Marion Street Denver, CO 80216 303/297-1166	Denver, CO National Western Center and Denver Coliseum	\$10,000 [1991 - \$10,000]	500,000	- Wild West Theme - Sampling and Sweepstakes Booth - Major Brand Visibility via On-Site Banner/Signage Placement
Sample 6s = 170 Incentives = 25,000						
Second Year	PM Contact - Jose Fontanez Field Sales Contact - Don Willis					
SYRACUSE WINTERFEST RODEO Section 12	1/25 - 2/2 S = 11am - 5pm Su = 11am - 5pm	Carol Sweet Syracuse Winterfest, Inc. 132 Terrace Way Syracuse, NY 13030 315/488-4201 315/422-1812 - Fax	Syracuse, NY Hanover Square	\$9,200 [1991 - \$13,000]	200,000	- Wild West Theme - Sampling and Sweepstakes Booth - Major Brand Visibility via On-Site Banner/Signage Placement - Sponsoring Chili Cook-Off Program
Sample 6s = 68 Incentives = 10,000						
Third Year	PM Contact - Jose Fontanez Field Sales Contact - Greg Rindenello					

NO. GEORGIA STATE 9/24-10/3  
SECT. 23  
SAMPLE - 136  
INCENTIVES 20,000

TW = 4-11 PM  
TH =  
F - 4-12 AM  
S - 11 AM - 12 AM  
SU = 12:30-7 PM  
PM - JF

TODD MILLER  
MANAGER  
NO. GA STATE FAIR  
COBB COUNTY FAIR ASSOC.  
P.O. Box 777  
KENNESAW, GA 30144  
404/423-1330

KENNESAW, GA \$6,000  
2245 Calloway Rd  
Marietta, GA

400,000

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2041940041

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
CHINESE AMERICAN EXPO Section 54	1/25-26 S = 10:30am-7pm Su = 10:30am-7pm	Mary Wong Marketing Manager Chinese Consumer Yellow Pages 535 S. San Gabriel Blvd. San Gabriel, CA 91776 818/285-6500	Pasadena, CA Pasadena Convention Center	\$15,000 [1991-\$18,000]	100,000	- Brand Logo on Event Poster - On-Site Store Sale Activities - Sweepstakes Booth - Major Brand Visibility Via On-Site Banner/Signage Placement
CIPs = 5,000 Incentives = 5,000						
Third Year	PM Contact - Jose Fontanez Field Sales Contact - T. Bartholomew					
INTERNATIONAL LUNAR NEW YEAR FESTIVAL Section 51	1/31 - 2/2 F = 12pm-12am S = 12pm-12am Su = 12pm-12am	Kim Long Director Vietnamese Friendship Association 2200 Rainier South Seattle, WA 98144 206/323-9365	Seattle, WA Union Station 4015 Jackson Street (@4th Street) Contact - Dick Lee 206/343-7932	\$5,000	50,000	- Brand Ad in Program Journal - On-Site Store Sale Activities - Sweepstakes Booth - Major Brand Visibility Via On-Site Banner/Signage Placement
CIPs = 2,500 Incentives = 2,500						
First Year	PM Contact - Jose Fontanez Field Sales Contact - Mike Preil					
GASPARILLA/PIRATE FESTIVAL Section 25	2/1 S = 9am-11pm	Henry Brehon President Network Group International 777 South Harbor Island Blvd. Suite 970 Tampa, FL 33602 813/223-4141	Tampa, FL Franklin Street Mall	\$15,000 [1991 - \$15,000]	600,000	- Main Stage Sponsorship - Sampling and Sweepstakes Booth - Major Brand Visibility Via On-Site Banner/Signage Placement
Sample 6s = 204 Incentives = 30,000						
Second Year	PM Contact - Mary Jo Gennaro Field Sales Contact - Micki Kronowitt					

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EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
FLORIDA STATE FAIR Section 25	2/5-16 W = 8am-1am Th = 8am-1am F = 8am-1am S = 8am-1am Su = 8am-1am M = 8am-1am T = 8am-1am	Christopher Ferraro DP Marketing Entertainment Marketing, Inc. 350 West Hubbard, Ste 430 Chicago, IL 60601 312/644-0600, Ext. 25	Florida State Fairgrounds	\$22,500 [1991 - \$18,000]	800,000	- Wild West Theme - Sampling and Sweepstakes Booth - Major Brand Visibility Via On-Site Banner/Signage Placement
Sample 6's = 272 Incentives = 40,000						
Second Year	PM Contact - Mary Jo Gennaro Field Sales Contact - Micki Kronowitt					
TET FESTIVAL Section 54	2/7-9 F = 10am-11pm S = 10am-11pm Su = 10am-11pm	Henry Ho Organizer Asian Marketing and Advertising 14482 Beach Blvd. Suite Y Westminster, CA 92683 914/898-8979 914/898-1928 (Fax)	Little Saigon Vietnamese Business Ctr/Asian Mall on Bolsa Avenue Westminster, CA	\$10,000	300,000	- Brand Ad in Program Journal - On-Site Store Sales Activities - Sweepstakes Booth - Major Brand Visibility Via On-Site Banner/Signage Placement
CIPs = 10,000 Incentives = 10,000						
First Year	PM Contact - Jose Fontanez Field Sales Contact - Talbert Bartholomew					
CALLE OCHO FESTIVAL Section 25	3/13-15 Su = 12pm-7pm	Rafael Licea Executive Director Kiwanis Club of Little Havana 1312 S.W. 27th Avenue Miami, FL 33145 305/644-8888	Miami, FL S.W. 8th Street between 4th and 6th Avenues	<del>\$50,000</del> 26,000 [1991 - \$51,720] CORPORATE CONTR.	1,700,000	- Marlboro Music Supersite Stage Sponsorship - Sampling and Sweepstakes Booth - Major Brand Visibility Via On-Site Banner/Signage Placement - Co-Sponsorship with Kraft, General Foods, Miller Beer and Oscar Meyer
Sample 6s = 578 Incentives = 85,000						
Sixth Year	PM Contact - Jose Fontanez Field Sales Contact - Micki Kronowitt					

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EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
LA SEMANA ALEGRE Section 36	4/16-25 S = 6pm-11pm Su = 6pm-11pm M = 6pm-11pm T = 6pm-11pm W = 6pm-11pm	Bill Lee President La Semana Alegre, Inc, San Antonio, TX 78232- 2334 512/494-9477 - Office 512/494-8687 - Home	San Antonio, TX Hemisfair Plaza	\$45,000 [1991 - \$40,000]	350,000	<ul style="list-style-type: none"> <li>- Wild West theme</li> <li>- Main Stage Sponsorship</li> <li>- On-Site Store Sales Activities</li> <li>- Sampling and Sweepstakes Booth</li> <li>- Major Brand Visibility Via On-Site Banner/Signage Placement</li> <li>- Co-Sponsorship with Miller Beer</li> </ul>
Sample 6s = 68 Incentives = 10,000						
Sixth Year	PM Contact - Jose Fontanez Field Sales Contact -					
L.A. FIESTA BROADWAY Section 54 <i>INCENTIVES 20K</i>	4/26 Th = 12-8p.	PETER BELLAS SALES PROMOTION 6255 SUNSET BLVD, 16FL HOLLYWOOD, CA 90028 213/960-3454	Los Angeles, CA DOWNTOWN CA	\$26,000	800,000	<ul style="list-style-type: none"> <li>- ON-SITE STORE SALES</li> <li>- STAGE ENTERT.</li> <li>- MAJOR BRAND VISIB.</li> <li>- SWEEPSTAKES BOOTH</li> </ul>
First Year	PM Contact - Jose Fontanez Field Sales Contact - Talbert Bartholomew					
CINCO DE MAYO FESTIVAL (FOUR CITIES) Section 36 A. Corpus Christi B. Houston C. Harlingen D. Dallas	A. 5/2-3 B. 5/3 C. 5/3 D. 5/2-3  A. S = 6pm-12am Su = 6pm-12am B. Su = 6pm-12am C. Su = 6pm-12am D. S = Su =	Bill Lee Executive Committee La Semana Alegre, Inc. 1719 Summerwood San Antonio, TX 78232 512/494-8687 - Office 512/494-9477 - Home	A. Corpus Christi Corner of Peoples and North Chapparral B. Houston Fiesta Mart C. Harlingen Victor Park D. Texas Stage Fairgrounds	\$30,000 [1991-\$25,000]	150,000	<ul style="list-style-type: none"> <li>- Wild West Theme</li> <li>- On-Site Store Sales Activities</li> <li>- Sampling and Sweepstakes Booth</li> <li>- Major Brand Visibility Via On-Site Banner/Signage Placement</li> </ul>
Sample 6s = 51 Incentives = 7,500 Second Year	PM Contact - Jose Fontanez Field Sales Contact -					

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EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT IS/DOMINANT
THE 1968 DALLEY AMERICAN INDIAN ROBO Section 51 SAMPLES - 5000 INCENTIVES - 5,000	5/15-17 F - 12-9 S - 12-9 SU - 12-9	BRENDA MOULS President JAYAR PRODUCTIONS 3609 25TH ST SE POYALLUP, WA 98374	POYALLUP, WA TYON VALLEY OREGON RESERVATION INDIAN	\$5,000	50,000	- WILD WEST THEME - SAMPLING + SWEEPSTAKES ACT - MAJOR BRAND
First Year	PM Contact - Jose Fontanez Field Sales Contact - MIKE PERL	206/926 2538				
MEMPHIS IN MAY Section 33 (second of 3 events - Barbecue Festival)	5/14-16 Th = 4pm-11pm F = 4pm-11pm S = 4pm-11pm	Deanie Parker Memphis in May 245 Wagner Street Memphis, TN 38103 901/525-4611	Memphis, TN Beale Street	\$15,000 [1991-\$12,667]	100,000	- Wild West Theme - Sponsorship of BBQ Cook-Off - Sampling and Sweepstakes Activities - Major Brand Visibility Via On-Site Banner/Signage Placement
Sample 6s = 34 Incentives = 5,000						
Fourth Year	PM Contact - Jose Fontanez Field Sales Contact - JOHN NUNMAN					
GREAT AMERICAN RIB COOK-OFF Section 41	5/20-25 F = 12pm-11pm S = 12pm-11pm Su = 12pm-11pm M = 12pm-11pm	Mr. Mick Belkin President (or) Terri Bell Hall of Fame Concerts & Promotions North Coast Harbor 1100 Chester Avenue Suite 350 Cleveland, Ohio 44115 216/791-3888	Cleveland, OH North Coast Harbor	\$15,000 [1991-\$15,000]	100,000	- Wild West Theme - Sampling and Sweepstakes Booth - Major Brand Visibility Via On-Site Banner/Signage Placement
Sample 6s = 34 Incentives = 5,000						
Third Year	PM Contact - Mary Jo Gennaro Field Sales Contact - Charlie Miller					

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EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INDOLEMENT
SUMMER LIGHTS FESTIVAL Section 23 <i>Samples = 136</i> <i>Incentives = 20,000</i> <i>second year.</i>	5/28-31 Th 4-12 F 4-12 S 4-12 Su 4-12	DR. AND BROWN EXEC DIRECT. GREATER NASHVILLE ARTS FOUND SUMMER LIGHT 111 FOURTH AVE SO NASHVILLE 37201 PM Contact - JOSE FONTANEZ (615) 862 6720 Field Sales Contact - MARGARET CARDEN	NASHVILLE, TN DOWNTOWN	\$20,000 [1991-\$15,000]	400,000	
OKLAHOMA CITY RED EARTH FESTIVAL Section 34  Sample 6s = 54 Incentives = 8,000 Second Year	6/12-14 F = 10am-7pm S = 10am-7pm Su = 10am-7pm	Christy Alcott Event Director Oklahoma City Red Earth, Inc. P.O. Box 25866 Oklahoma City, OK 75125 405/232-2784 PM Contact - Jose Fontanez Field Sales Contact - Karen Petersen	Oklahoma City, OK Myriad Convention Center	\$10,000 [1991-\$5,000]	160,000	- Brand Ad in Program Journal - Sampling and Sweepstakes Booth - Major Brand Visibility Via On-Site Banner/Signage Placement
HISPANIC WEEK IN LAWRENCE Section 11  Sample 6s = 27 Incentives = 4,000 Sixth Year	6/15-21 F = 6pm-12am S = 11am-12am Su = 1pm-11:30pm	Ricides Diaz President Hispanic Week in Lawrence P.O. Box 1142 Lawrence, MA 01840 508/681-4905 PM Contact - Mary Jo Gennaro Field Sales Contact - CARMEN RAMOS	Lawrence, MA Champagne Commons	\$7,500 [1991-\$5,000]	100,000	- Wild West Theme - Sampling and Sweepstakes Booth - On-Site Signage Placements
LA KREMESSE Section 11  Sample 6s = 10 Incentives = 1,500  Second Year	6/25-28 F = 6pm-12:30am City Square S = 10am-12am Su = 8am-11pm	Bob Provencher President La Kremesse 457 Elm Street P.O. Box 289 Biddeford, ME 04005 207/283-2826 207/282-2057 - Nancy LeBland 800/421-0344 PM Contact - Mary Jo Gennaro Field Sales Contact - JOHN HACKETT	Biddeford, ME St. Louis Alumni Field on West St.	\$10,000 [1991-\$5,500]	50,000	- Wild West Theme - Sampling and Sweepstakes Booth - Major Brand Visibility Via On-Site Banner/Signage Placement

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EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	REFERENCE	EVENT INVOLVEMENT
<b>FREEDOM WEEKEND ALOFT</b> Section 23	7/2-5 Th = 3pm-11pm F = 12pm-11pm S = 9am-11pm Su = 9am-11pm	Keri Hall Event Director Freedom Weekend Aloft, Inc. 135 S. Main Street, LL1 Greenville, SC 29601 803/282-3700 803/271-9339 (Fax)	Greenville, SC Donaldson Air Park	\$8,000 [1991-\$7,000]	200,000	- Wild West Theme - Sampling and Sweepstakes Booth - Major Brand Visibility Via On-Site Banner/Signage Placement
Third Year	PM Contact - Jose Fontanez Field Sales Contact - <i>RON MARICER</i>					
<b>CARNIVAL LATINO</b> Section 32	7/9-12 F = Golf Tournament S = 12pm-10pm Su = 12pm-10pm	Jack Bolanos Hispanic Heritage Foundation & City of New Orleans Honorable Sidney J. Barthelemy, Mayor 612 Gravier Street New Orleans, LA 70112 504/582-2000	New Orleans, LA Canel Street @ the Rivergate	\$15,000 [1991-\$15,000]	150,000	- Wild West Theme - Musical Stage Sponsorship - Sampling and Sweepstakes Booth - Major Brand Visibility Via On-Site Banner/Signage Placement
Second Year	PM Contact - Mary Jo Gennaro Field Sales Contact - <i>RODNEY HART</i>					
<b>RUAN GREATER DES MOINES GRAND PRIX</b> Section 33	7/10-12 F = 11am-5pm S = 10am-6pm Su = 10am-6pm	Connie Klug, Mktg. Dir. Greater Ruan Grand Prix 2215 Ingersoll Avenue Des Moines, IA 50312 Contact - Tina Thompson 515/243-5515	Downtown Des Moines, IA	\$5,000 [1991-\$5,000]	100,000	- Brand Ad in Program Journal - Distribution of CIP Coupon - Sweepstakes Booth - Major Brand Visibility Via On-Site Banner/Signage Placement
Second Year	PM Contact - Jose Fontanez Field Sales Contact - <i>MILE KELLY</i>					

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EVENT	DATE/TIME	PROMOTER/CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
SOUTH CAROLINA PEACH FESTIVAL Section	7/18-26 F = 11am-5pm S = 10am-6pm Su = 10am-6pm	Roger Huskey SC Peach Fest Cherokee County Chamber of Commerce 225 50 LUNESTONE ST I-85, EXIT 90A92 GAFFNEY, SC 29342 803 489-1353	GAFFNEY, SC	\$18,000 [1991-\$25,000]	300,000	
Sample 6s = 100 Incentives = 1500	PM Contact - MARY JO GENNARO Field Sales Contact - ANDREW J. BLANKENSHIP					
CHEYENNE FRONTIER DAYS Section 52	7/19-28 Su = 11am-12am M = 11am-12am T = 11am-12am W = 11am-12am Th = 11am-12am F = 11am-12am S = 11am-12am	Del Peterson Cheyenne Frontier Days P.O. Box 2477 Cheyenne, WY 307/638-8592	Cheyenne Frontier Park	\$15,000 [1991-\$15,000]	400,000	- Wild West Theme - On-Site Store Sales Activities - Sampling and Sweepstakes Booth - On-Site Banner Placement
Sample 6s = 136 Incentives = 20,000	PM Contact - Mary Jo Gennaro Field Sales Contact -					
Third Year						
THE ONONDAGA LAKE WATERFRONT EXTRAAGANZA Section 12	7/23-26 W = 1pm-10pm Th = 1pm-10pm F = 1pm-10pm S = 1pm-10pm Su = 1pm-10pm	John Kooley Onondaga County Park P.O. Box 146 Liverpool, NY 13088 315/451-7275 315/453-6712 (Bobbie Dallas)	Syracuse, NY Oneida Shores Onondaga Lake	\$15,000 [1991-\$15,000]	200,000	- Brand Ad in Program Journal - Sampling and Sweepstakes Booth - On-Site Banner Placement
Sample 6s = 34 Incentives = 5,000 Third Year	PM Contact - Maria Cohen Field Sales Contact -					

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<b>YSLETA FESTIVAL</b> <b>Section 35</b>  Sample 6s = 34 Incentives = 5,000	7/31-9/2 F = 6pm-1am S = 6pm-1am Su = 3pm-12am	Vince Munoz Executive Director Ysleta Del Sur Pueblo 122 Old Pueblo Road El Paso, TX 79917 915/858-6934	El Paso, TX Ysleta Del Sur Pueblo	\$20,000 [1991-\$15,000]	100,000	- Wild West Theme - Main Stage Sponsorship - Sampling and Sweepstakes Booth - Brand Ad in Program Journal - On-Site Banner Placement - ON-SITE STORE SALES ACTIVITIES
<b>Third Year</b>  <b>HISPANIC WORLDS FAIR</b> <b>Section 13</b>  CIPs = <del>7,500</del> 5,000 Incentives = 7,500	PM Contact - Jose Fontanez Field Sales Contact - <i>HOLLIS HALE</i> 8/1-2 F = Setup S = 12pm-12am Su = 12pm-9pm	Daniel Ramos President FMH Ramos Group 22 Elizabeth Avenue Teaneck, NJ 07666 201/837-0809	New York, NY Jacob Javitz Convention Center	\$45,000 [1991-\$38,000]	150,000	- Main Stage Sponsorship - On-Site Store Sales Activities - Distribution of CIP Coupon - Sweepstakes Booth - On-Site Banner Placement - Co-Sponsorship with Kraft General Foods, Miller Beer and Oscar Meyer
<b>Eleventh Year</b>  <b>PITTSBURGH THREE RIVERS</b> <b>REGATTA</b> <b>Section 41</b>  Sample 6s = 204 Incentives = 30,000 Second Year	PM Contact - Jose Fontanez Field Sales Contact - <i>IRVING McBECK</i> 8/6-9 Th = 10am-10pm F = 10am-10pm S = 10am-10pm Su = 10am-10pm	Bruce B. Brindza Director Pittsburgh Regatta 530 William Place Suite 256 Pittsburgh, PA 15219 412/261-7055	Pittsburgh, PA Point State Park	\$10,000 [1991-\$10,000]	600,000	- Brand Ad in Journal - Sampling and Sweepstakes Booth - On-Site Signage Placement
	PM Contact - Mary Jo Gennaro Field Sales Contact - <i>GARY MARTIN</i>					

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WISCONSIN STATE FAIR Section 45	8/6-16 Th = 10am-10pm F = 10am-10pm S = 10am-10pm Su = 10am-10pm M = 10am-10pm T = 10am-10pm W = 10am-10pm	Mary Beth Carr Special Events Director Wisconsin State Fair Park Milwaukee/West Allis, WI 53214 414/257-8800	Milwaukee, WI	<del>\$25,000</del> 12,500	600,000	- Marlboro Music 10th Year Anniversary Concert - Wild West Theme - Sampling and Sweepstakes Booth - On-Site Store Sales Activities - On-Site Signage Placement - Brand Ad in Program Journal
Sample 6s = 204 Incentives = 30,000						
First Year	PM Contact - Mary Jo Gennaro Field Sales Contact - <i>Ferry Lynn</i>					
WE COUNTRY MUSIC FESTIVAL Section 45	8/7-9 F = 10am-10pm S = 10am-10pm Su = 10am-10pm	Jeffrey A. Krueger We Fest, Inc. P.O. Box 1227 Detroit Lakes, MN 56501 218/847-1681	Detroit Lakes, MN Soo Pass Ranch	\$25,000 [1991-\$20,000]	100,000	- Brand Ad in Journal - Sweepstakes Booth - Distribution of CIP Coupons - On-Site Signage Placements
Sample 6s = 5,000 Incentives = 5,000 Third Year	PM Contact - Mary Jo Gennaro Field Sales Contact - <i>Mary Jo for name</i> <i>RANDY THIEL</i>					
PAN AMERICAN Section 44	8/8-9 F = 10am-10pm S = 10am-10pm Su = 10am-10pm	Henry Cardenas Cardenas/Fernandez Associates, Inc. 445 East Ohio Chicago, IL 60611 312/944-7272	Chicago, IL Avery Field	\$20,000 [1991-\$20,000]	<del>100,000</del> 150,000	- Wild West Theme - Brand Ad in Program Journal - Sampling and Sweepstakes Booth - On-site Banner Placement
Sample 6s = 34 Incentives = 5,000						
Sixth Year	PM Contact - Mary Jo Gennaro Field Sales Contact - <i>ROBERTO ARCIENEGA</i>					

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Brigette Coleman Williams  
Director of Marketing

110 WEST 13<sup>TH</sup> STREET  
LITTLE ROCK, ARKANSAS 72202  
(501) 375-3511 • (501) 375-4032 (fax)  
(800) 467-7275

2041940050A

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
<i>MS</i> INDIANNA STATE FAIR Section 43  Sample 6s = 238 Incentives = 35,000	8/12-23 F = 7am-11pm S = 7am-12pm Su = 7am-12pm M = 7am-11pm T = 7am-11pm W = 7am-11pm Th = 7am-11pm  Concert Date August 19, 1992	Lindy Hove DON MORAN EXEC DIRECT. ISF COMMISSION 1202 E. 38 ST INDY, IN 46205 (LINDY HOVE) 317-927-7524	Indianapolis, IN Fairgrounds	\$55,000 [1991-\$22,000]	700,000	<ul style="list-style-type: none"> <li>- Wild West theme</li> <li>- Brand Ad in Program Journal</li> <li>- On-Site Store Sale Activities</li> <li>- Sampling and Sweepstakes Booth</li> <li>- On-Site Signage Placements</li> <li>- Possible music 10th year concert</li> </ul>
Third Year KENTUCKY STATE FAIR Section 43  Sample 6s = 255 Incentives = 30,000	8/20-30 Th = 10am-10pm F = 10am-10pm S = 10am-10pm Su = 10am-10pm M = 10am-10pm T = 10am-10pm W = 10am-10pm <del>PM Contact - Mary Jo Gennaro</del>	PM Contact - Mary Jo Gennaro Field Sales Contact - <del>TERRY LYNN</del> Peg Harrigan Kentucky State Fair 937 Phillips Lane Louisville, KY 40209 502/367-5000	Louisville, KY	\$0 [1991-\$23,000]	750,000	<ul style="list-style-type: none"> <li>- Marlboro Music 10th Year Anniversary Concert</li> <li>- Wild West Theme</li> <li>- Brand Ad in Program Journal</li> <li>- Sampling and Sweepstakes Booth</li> <li>- On-Site Store Sales Activities</li> <li>- On-Site Signage Placement</li> </ul>
Third Year VIVA Mexico Section 44	8/29-30 PM Contact - Mary Jo Gennaro Field Sales Contact - <del>TERRY LYNN</del> Roberto	Sample 6's 34 Incentives \$000 See Pan American \$20,000 159,000	Little Rock, AR EVERTARK	\$10,000	\$700,000	
August in Arkansas Section 32  Sample 6's = 100 Incentives = 15,000	8/13-16 = 11-11 = 11-11 = 11-11 = 11-11	J. FONTAINE PM CONTACT - <del>J. FONTAINE</del> FIELD SALES CONTACT - B. BAWSTON				

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EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	REFERENCE	EVENT INVOLVEMENT
<i>MT</i> <b>MICHIGAN STATE FAIR</b> Section 45  Sample 6s = 27 Incentives = 2,750  Third Year	8/28-9/1 F = 10am-10pm S = 10am-10pm Su = 10am-10pm M = 10am-10pm T = 10am-10pm W = 10am-10pm Th = 10am-10pm Concert Date August 30, 1992 J FONTANEZ PM Contact - Mary Jo Gennaro Field Sales Contact -	Carol Cushman Asst. Gen. Manager Michigan State Fair Exposition Center 1120 W. State Fair Ave. Detroit, MI 48203 313/369-8250	Detroit, MI State Fairgrounds	<del>\$11,000</del> [1991-\$20,000] 301K	500,000	- Marlboro Music 10th Year Anniversary Concert - Wild West Theme - Brand Ad in Program Journal - Sampling and Sweepstakes Booth - On-Site Store Sales Activities - On-Site Signage Placements
<b>FOURTH ANNUAL CUMBRE SUMMER FESTIVAL</b> Section 11  Sample 6s = 2234 Incentives = 2,750 5,000 Third Year	8/29-30 S = 10am-8pm Su = 10am-8pm  PM Contact - Mary Jo Gennaro Field Sales Contact -	Migdalia R. Colon Fourth Annual Cumbre Summer Festival 1862-1902 State Street Bridgeport, CT 06605 203/335-1450	Bridgeport, CT Kennedy Stadium	<del>\$11,200</del> [1991-\$10,000] 10K	<del>80,000</del> 100,000	- Brand Ad in Program Journal - Sampling and Sweepstakes Booth - On-Site Signage Placements
<b>OKLAHOMA STATE FAIR</b> Section 34 STATE  Sample 6s = 400 Incentives = 30,000	<del>8/28</del> 9/18-10/4 12-11pm Concert Date Sept 24, 1992 J FONTANEZ PM Contact - Karen Petersen Field Sales Contact -	SOTT MUNZ MANAGER PROMOTION + SPECIAL EVENTS STATE FAIR OF OK PO Box 74943 OKC, OK 73147 405 9486700	OKC STATE FAIRGROUNDS	TALENT PROVIDED 1.2 MILLION		- MARLBORO MUSIC 10TH YEAR ANNIVERSARY CONCERT - WILD WEST THEME - BRAND AD IN PROGRAM JOURNAL  See Michigan

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EVENT	DATE/TIME	PROMOTER CONTACT	CITY STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
HISPANIC FESTIVAL OF ELIZABETH Section 13	9/5-7 S = 12pm-10pm Su = 12pm-10pm M = 12pm-10pm	Hugo Borges President Camara De Comercio Latina de Elizabeth 544 Elizabeth Avenue Elizabeth, NJ 07606 908/289-0677	Elizabeth, NJ Main Avenue between Madison & Passaic Street	\$20,000 [1991-\$20,000]	350,000	<ul style="list-style-type: none"> <li>- Main Stage Sponsorship</li> <li>- On-Site Store Sales Activities</li> <li>- Sampling and Sweepstakes Booth</li> <li>- On-Site Signage Placement</li> </ul>
Sample 6s = 119 Incentives = 17,500						
Third Year	PM Contact - Mary Jo Gennaro Field Sales Contact -					
SUMMERSET Section 31	9/5-7 S = 10am-6pm Su = 10am-6pm M = 10am-10pm	Gail Ott Coordinator Summerset P.O. Box 5511 North Little Rock, AR 72119 501/758-1424 501/753-3966	North Little Rock, AR Burns Park	\$7,500 [1991-\$7,500]	125,000	<ul style="list-style-type: none"> <li>- Wild West Theme</li> <li>- Sampling and Sweepstakes Booth</li> <li>- On-Site Signage Placement</li> </ul>
Sample 6s = 42 Incentives = 6,250						
Third Year	PM Contact - Mary Jo Gennaro Field Sales Contact -					
L.A. COUNTY FAIR Section 54	9/11-10/4 Su = M = T = W = Th = F = S =	George Bradvica 714/623-3111	Pomona, CA Fairplex	\$25,000 [1991-\$27,000]	1,500,000	<ul style="list-style-type: none"> <li>- Wild West Theme</li> <li>- Brand Ad in Program Journal</li> <li>- On-Site Store Sale Activities</li> <li>- Sweepstakes Booth</li> <li>- On-Site Signage Placement</li> </ul>
Sample 6s = 510 Incentives = 75,000						
Second Year	PM Contact - Mary Jo Gennaro Field Sales Contact -					
MEXICAN CHAMBER OF COMMERCE FAIR Section 54	9/11-13 F = 9am-10pm S = 9am-10pm Su = 9am-10pm	Mexican Chamber of Commerce Los Angeles 125 Paseo de la Plaza Los Angeles, CA 90012 213/688-7330	Los Angeles, CA Olivera Street	\$15,000 [1991-\$15,000]	250,000	<ul style="list-style-type: none"> <li>- Wild West Theme</li> <li>- On-Site Store Sale Activities</li> <li>- Sweepstakes Booth</li> <li>- Distribution of CIP Coupons</li> <li>- On-Site Signage Placements</li> </ul>
CIPs = 12,500 Incentives = 12,500						
Sixth Year	PM Contact - Jose Fontanez Field Sales Contact -					

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EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
NEW MEXICO STATE FAIR Section 52	9/11-21 F = 10am-10pm S = 10am-10pm Su = 10am-10pm M = 10am-10pm T = 10am-10pm W = 10am-10pm Th = 10am-10pm	Joe Welby New Mexico State Fair P.O. Box 8546 Albuquerque, NM 87198 505/265-1791	Albuquerque, NM State Fairgrounds	\$10,000 [1991-\$20,000]	1,450,000	<ul style="list-style-type: none"> <li>- Wild West Theme</li> <li>- Brand Ad in Program Journal</li> <li>- Sampling and Sweepstakes Booth</li> <li>- On-Site Signage Placement</li> <li>- On-Site Store Sale Activities</li> </ul>

Third Year

PM Contact - Mary Jo Genanro  
Field Sales Contact -

WINNETT COUNTY FAIR Section	9/17-26 TA = 12-11p. F = S = Su = M = T = W =	ALAN BUELL PRESIDENT Fair ASSO. WINNETT 1547 Fair Oaks Lane Snellville, GA 30278 404 963 0522	SNELLVILLE, GA WINNETT COUNTY	6,000	400,000	//
Sample 6s = 1250 Incentives = 20,000	PM Contact - J. FONTANEZ Field Sales Contact - LANCE JONES					

VIRGINIA STATE FAIR Section 21	9/24-10/4 W = 10am-10pm Th = 10am-10pm F = 10am-10pm S = 10am-10pm Su = 10am-10pm M = 10am-10pm T = 10am-10pm	Keith Hessey Vice President/Fair Manager Atlantic Rural Exposition, Inc. P.O. Box 26805 Richmond, VA 23261 804/228-3200	Richmond, VA Virginia Fairgrounds 600 E. Laburnum Avenue	Talent	500,000	<ul style="list-style-type: none"> <li>- Marlboro Music 10th Year Anniversary Concert</li> <li>- Wild West Theme</li> <li>- Sampling and Sweepstakes Booth</li> <li>- On-Site Store Sale Activities</li> <li>- On-Site Signage Placement</li> <li>- Brand Ad in Program Journal</li> </ul>
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Consent Date  
October 3, 1992

Sample 6s = 170  
Incentives = 25,000

PM Contact - Mary Jo Gennaro  
Field Sales Contact -

MIT SOUTH FAIR 9/25 10/4 SANTA IRELAND MEMPHIS TN. 150,000 450,000  
 MID. SO. FAIR (LIBERTYMAN) INC. 30,000 500,000  
 940 EARLY MAXWELL BLD. [1991-\$25,000]  
 MEMPH. TN 38104  
 901 244 8800  
 1776  
 FOURTH YEAR. PM - JF  
 F/S - JIM HINMAN  
 Sponsoring of  
 Folio

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EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
PASO DEL NORIE FESTIVAL Section 35	9/27-29 11-1 F = 4pm-11pm S = 1pm-11pm Su = 1pm-9pm	Hnanda Roberts Southwest Marketing Group 902 Arizona El Paso, TX 79902 915/532-4426	El Paso, TX Civic Center City Hall	\$35,000 [1991-\$30,000]	150,000	- Main Stage Marlboro Music Stage- - Wild West Theme - On-Site Store Sale Activities - Sampling and Sweepstakes Booth - On-Site Signage Placements - Brand Ad in Program Journal - Co-Sponsorship with Kraft General Foods, Miller Beer, and Oscar Meyer
Sample 6s = 51 Incentives = 7,500						
Second Year	PM Contact - Jose Fontanez Field Sales Contact - <i>HOLLIS NALE</i>					
NORTH CAROLINA FESTIVAL Section 22	10/2-4 F = 11am-10pm S = 9am-10pm Su = 9am-6pm	Steve Chalk N.C. Seafood Fest. P.O. Box 3614 Moorehead City, NC 28557 919/726-3167	Moorehead City, NC	\$5,000 [1991-\$2,000]	100,000	- Wild West Theme - Sampling and Sweepstakes Booth - On-Site Signage Placements
Sample 6s = 34 Incentives = 5,000						
Third Year	PM Contact - Mary Jo Gennaro Field Sales Contact - <i>TERRI LYNN</i>					
TEXAS STATE FAIR Section 35	<del>10/2-4</del> <i>Concert Date 10/22</i> A = S = Su = M = T = W = Th =	Jim Pemberton P.O. Box 150009 Dallas, TX 75315 214/421-8713	Dallas, TX Fair Park	<i>Talent</i>	3,500,000	- Marlboro Music 10th Year Anniversary - Wild West Theme - Brand Ad in Program Journal - On-Site Store Sale Activities - Sweepstakes Booth - On-Site Signage Placements
Sample 6s = 1,190 Incentives = 175,000 40,000						
First Year	PM Contact - <i>S Fontanez</i> Field Sales Contact - <i>S</i>					

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EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INCLUSIONS
DISCOVERY OF AMERICA Section 25	10/4 Su = 11am-9pm	Eloy Dazquez Executive Director Hispanic Heritage Council, Inc. 4011 W. Flager Street Suite 505 Miami, FL 33134 305/541-5023	Miami, FL Bayfront Park	\$18,000 [1991-\$7,000]	150,000	- Brand Ad in Program Journal - Sampling and Sweepstakes Booth - On-Site Store Activities - On-Site Signage Placements
Sample 6s = 51 Incentives = 7,500						
Second Year	PM Contact - Mary Jo Gennaro Field Sales Contact -					
WRANGLER JEANS RODEO Section 52	10/8-11 Th = 8pm-1am F = 8pm-1am S = 2pm-1am Su = 3pm-7pm	Alan Jacoby SportsCom Prod. 4120 70th Ave. - Ste. 110 Scottsdale, AZ 602/946-9711	Scottsdale, AZ The Rawhide	\$5,000 [1991-\$5,000]	50,000	- Wild West Theme - Brand Ad in Program Journal - On-Site Store Sale Activities - Sampling and Sweepstakes Booth - On-Site Signage Placements
Sample 6s = 17 Incentives = 2,500						
	PM Contact - Jose Fontanez Field Sales Contact -					
SOUTH CAROLINA STATE FAIR Section 22	10/15-25 Th = 10am-12am F = 10am-12am S = 10am-12am Su = 12pm-8pm M = 10am-12am T = 10am-12am W = 10am-12am	Gary Goodman South Carolina State Fair 1200 Rosewood Drive Columbia, SC 803/799-3387	Columbia, SC State Fairgrounds	\$12,500 [1991-\$23,000]	560,000	- Wild West Theme - On-Site Store Sale Activities - Sampling and Sweepstakes Booth - Brand Ad in Program Journal - On-Site Signage Placements
Sample 6s = 190 Incentives = 28,000						
	PM Contact - Mary Jo Gennaro Field Sales Activities -					

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EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
ARIZONA STATE FAIR Section 52	10/15-11/1 Th = 11am-10pm F = 11am-10pm S = 10am-1am Su = 10am-1am M = 11am-10pm T = 11am-10pm W = 11am-10pm	Susan Baker Dir. Marketing & Advertising Arizona State Fair 1826 W. McDowell Phoenix, AZ 85005 602/252-6771	Phoenix, AZ Arizona Fairgrounds	\$25,000 [1991-\$23,000]	750,000	- Wild West Theme - On-Site Store Sales Activities - Sampling and Sweepstakes Booth - Brand Ad in Program Journal - On-Site Signage Placements
Sample 6s = 255 Incentives = 37,500						
Fourth Year	PM Contact - Mary Jo Gennaro Field Sales Contact -					
AMIGO AIRSHOW Section 35	10/16-18 F = 1pm-6pm S = 9am-6pm Su = 9am-6pm	Terri Helincy 1014 N. Stanton Sutie 300 El Paso, TX 79902 915/545-2864	Ft. Bliss, TX Biggs Army	\$15,000 [1991-\$11,500]	100,000	- Wild West Theme - Brand Ad in Program Journal - Sampling and Sweepstakes Booth - On-Site Signage Placements - Co-Sponsorship with Oscar Mayer and Miller Beer
CIPs = 5,000 Incentives = 5,000						
Fourth Year	PM Contact - Jose Fontanez Field Sales Contact -					
NORTH CAROLINA STATE FAIR Section 22	10/16-25 F = 9am-10pm S = 9am-10pm Su = 9am-10pm M = 9am-10pm T = 9am-10pm W = 9am-10pm Th = 9am-10pm	Wesley Wyatt North Carolina State Fair 1025 Blue Ridge St. Raleigh, NC 27607 919/821-7400	Raleigh/Durham, NC Fairgrounds	\$12,500 [1991-\$10,000]	650,000	- Wild West Theme - On-Site Store Sales Activities - Sampling and Sweepstakes Booth - Brand Ad in Program Journal - On-Site Signage Placements
Sample 6s = 221 Incentives = 32,500						
Third Year	PM Contact - Mary Jo Gennaro Field Sales Contact -					

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EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLEMENT
'92 NEW ORLEANS AIRSHOW Section 32	10/25-25 F = 8am-6pm S = 8am-6pm Su = 8am-6pm	Officer Gonzalez Naval Air Station 504/393-3198	New Orleans, LA Naval Air Station	\$3,000 [1991-\$3,000]	200,000	<ul style="list-style-type: none"> <li>- Wild West Theme</li> <li>- Sampling and Sweepstakes Booth</li> <li>- Brand Ad in Program Journal</li> <li>- On-Site Signage Placement</li> </ul>
Sample 6s = 68 Incentives = 10,000	PM Contact - Mary Jo Gennaro Field Sales Contact -					
MIAMI AIRSHOW Section 25	11/7-8 S = 9am-5pm Su = 9am-5pm	Cindy Brady Miami Airshow Opa Locka Airport 14300 NW 41st Ave. Miami, FL 33054 305/685-7025	Miami, FL Opa Locka Airport	\$5,000 [1991-\$5,000]	80,000	<ul style="list-style-type: none"> <li>- Wild West Theme</li> <li>- On-Site Store Sale Activities</li> <li>- Sampling and Sweepstakes Booth</li> <li>- Brand Ad in Program Journal</li> <li>- On-Site Signage Placement</li> </ul>
Sample 6s = 27 Incentives = 4,000	PM Contact - Jose Fontanez Field Sales Contact -					
Third Year	PM Contact - Jose Fontanez Field Sales Contact -					
LIGHT UP ORLANDO FESTIVAL Section 25	11/14	Roseann Roth Chairman Light Up Orlando Suite 204 Orlando, FL 32801 407/648-4010	Orlando, FL Downtown Orlando	\$15,000 [1991-\$15,000]	100,000	<ul style="list-style-type: none"> <li>- Wild West Theme</li> <li>- On-Site Store Sales Activities</li> <li>- Sampling and Sweepstakes Booth</li> <li>- On-Site Signage Placements</li> </ul>
Sample 6s = 34 Incentives = 5,000 Third Year	PM Contact - Jose Fontanez Field Sales Contact -					

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